

January 29, 2020 – Planning Commission Study Session Overview

Presentation by the Urban Land Institute (ULI) of their findings from the two-day Technical Assistance Panel on Parking Management within the City of San Jose

The City of San Jose is reevaluating its parking policies to improve consistency with its Climate Smart San Jose Plan and Envision San José 2040 General Plan transportation and land use goals. At present, parking requirements are based on the type and scale of activity and are not always consistent with community goals, including housing affordability, reducing GHG emissions and traffic congestion, and designing more attractive and walkable neighborhoods. As San Jose continues to densify and expand transit downtown and in Urban Villages located citywide, reforming parking requirements and incentives and implementing parking management strategies will support these goals.

Through the American Cities Climate Challenge (ACCC), the City has partnered with Urban Land Institute (ULI) and Nelson Nygaard to comprehensively evaluate and update parking requirements in new development. The process will engage technical policy experts in parking and transportation demand management (TDM) to assist in developing broad project objectives and policies. The parking strategy will evaluate on-street parking pricing, where to reduce or remove minimum parking requirements, where and how to implement TDM, whether to impose maximum parking requirements, and how to effectively “unbundle” the cost of parking from the cost of renting/leasing/owning usable residential or commercial space.

The parking strategy will benefit from a broad range of community and stakeholder input. In addition to the ULI Technical Assistance Panel, the City is also partnering with SPUR and Greenbelt Alliance to facilitate robust public engagement.

The expected end products include updated parking policies and zoning code regulations aimed at modernizing the City of San Jose’s parking requirement and achieving climate action goals that the City has committed to in Climate Smart San Jose and the American Cities Climate Challenge.

The ULI technical assistance panel includes a variety of experts in various fields of development. The panelists are:

- [Rick Dishnica](#), President, The Dishnica Company (TAP Chair)
- [Wendi Baker](#), Principal and COO, Harmonie Park Development
- [Brad Leiben](#), Associate, David Baker Architects
- [Mary Murtagh](#), Executive Chair of the Board at EAH Housing
- [Darin Ranelletti](#), Policy Director for Housing Security, City of Oakland
- [Eric Tao](#), Managing Partner, L37 Partners
- [Dennis Williams](#), Managing Director of Northmarq Capital
- [Mariana Ricker](#), Associate, SWA Group (Report Writer/Designer)

During the two-day (January 28/29, 2020) technical assistance process, the panel will interview a wide range of City staff from various departments (including Planning, Transportation, Environmental Services, Economic Development, and Housing) and approximately two dozen community representatives (including local developers, advocates, and neighborhood representatives) regarding issues related to parking in San Jose.

The ULI Technical Assistance panel will present their findings to the Planning Commission, which focused on key questions and issues regarding parking. A written report will follow within a couple of months. Key questions for the ULI Technical Assistance panel include how the reduction in parking would impact the financing of development projects; and how the City's Zoning Code related to parking could be modernized and enhanced to support the achievement of community goals.